

## A REGISTER ANALYSIS OF PHOTOGRAPHERS COMMENTARIES ON SOCIAL MEDIA COMMUNITY (INSTAGRAM)

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### Abstract

This research aimed to investigate the linguistics form, meaning, and motive based on Rembang photographers' commentaries on social media called Instagram. The researchers employed qualitative research design with the object was photographers' conversation. The researcher collected the data through observation and documentation. The researchers analysed the data by identifying the linguistics form by selecting register into word and phrase. Second, the researchers analyzed the meaning of the register by identifying the context of the data situation based on Larson's theory. Third, the researchers analyzed the motives of the register based on Hockett's theory. Therefore, the researchers revealed the high frequency of linguistics forms was in noun. The researchers found one abbreviation, three nouns, one adjective, one verb, one compound, one clipping, one noun phrase, and one verb phrase. The researchers also found 2 lexical meanings (20%) and 8 contextual meanings (80%). Moreover, 8 need filling motives and 2 prestige filling motives were identified within the conversation. The tendency of using contextual meaning can refer to need filling motive because the speaker employ this meaning in order to adjust the lexical terms based on their needs amid the communication. Meanwhile, the tendency of using lexical meaning can represent prestige filling motive. Here, the speakers tend to emulate the speech pattern of those who have same profession, same interest, or same topic of communication. Both of those meanings are essential to support their profession as a photographer.

**Keywords:** *Register, Linguistics, Meaning, Motive.*

### Introduction

Language takes an important roles in human life. It provides several functions for people in their daily life. According to Srijono (2001) people employ language in different purposes such as communication, persuasion, information, introduction, negotiation, and also sosialization. Regarding language as the tool of communication, it has a function as media to build an interaction with others. They can learn and transmit knowledge by exploring their culture to others. Beside that, they can express their feelings or ideas too. It constructs good relationship with society. Because of the varieties of human life and culture itself, so language varieties exist accordingly. That varieties of language become their identity. The way they employ a language within their utterances

is different in one place to another. The relationship between language and society is discussed in the part of linguistics called Sociolinguistics.

In accordance with that, Wardaugh (1998) defines that sociolinguistics focus on investigating the relationship between language and society with the purpose of having deeper understanding about language structure and how its functions in communication. Based on the definition above, we can infer that language and society are closely related. Sociolinguistics is study term of linguistics which integrates language and society, i.e. the way people employ language in various region. One of language varieties is register. Register can be defined as a language of certain group with the same interest. As Holmes (1992) defines that register is a language used in a group of people with common interest or

job in any situational associated with such groups. For example in each occupational group has different particular vocabularies associated. Doctors and nurse employ specific vocabularies in the medical term and the conversation happens in certain areas such as hospital, clinic, etc.

Besides doctors, photographers also employ some specific vocabularies in their field. Those words may be unfamiliar with us if we are not belongs to their occupational group. Photographers mostly discuss about lighting, angle, wardrobe, etc. Each of those words has different meaning such as ambient light which means the natural light around us without any additional light. Next, there is wide angle lens which describes about a specific lens that provide wider view than a normal lens. Moreover, there is aperture which focuses on lens hole that support lighting when picture is taken. The higher aperture can increase the lighting. There are many lexical terms which are used in photography field besides those examples above.

There were some previous studies which analyze the linguistics form and meaning by context of situation such as Krisnawati (2013) analyzed cosmo girl magazine, Alfi (2013) analyzed online shop, and Mega (2012) analyzed ticketing division at Tanjung Emas Semarang. Besides, Irhana, Arifin, & Ariani (2017) investigated word formation, meaning and language function of all k-pop news articles. The other researches which were in same field of register were analyzing of diction, style, and figure of speech conducted by Ulfah (2010) and Hartanto (2013). Both of them analyzed English movie advertisement. At last, Febrayadi (2017) analyzed social identities, situation types, and functions in the movie entitled “in the heart of the sea”. All of those previous studies support the current study.

Regarding the previous studies above, the researchers attempt to conduct a research related with register analysis of Photographers commentaries on social

media community. To differentiate this research with the previous studies, the researcher employs Instagram as social media and provides motive analysis which are rarely found in another researches. This study is conducted in order to develop the previous ones and strengthen the analysis of register field by using different media. The objectives of this study are: *First*, to investigate the linguistics forms of the register used in the photographer language; *Second*, to explain the meaning of register employed in photographer language; *Third*, to find out the motives of the register used in the photographer language.

### Methodology

In this research, the researchers employed qualitative research design. A theory based on Merriam and Tisdell (2015) explained that qualitative research focuses on meaning and understanding. In addition, Schutt and Check (2012) defined that qualitative research usually begins research questions related to what people think, how they act, and why they do particular actions in some educational setting.

The object of the research is photographers conversation. The data are register in the form of words and phrases used in photographers conversation. The researchers take the source of data from the dialogue among photographers which are found on Instagram of Rembang photographer community.

In collecting the data, the researchers employ observation and documentation. The steps are includes: *first*, the researchers look for photographers conversation on instagram. Because of the are various kind of photographers, specifically the researchers select Rembang photographers community to take their dialogues. *Second*, the researchers investigate dialogues carefully and provide sign related with the register used in their dialogues. *Third*, the researchers write down the register in the dialogue.

After collecting the data, the researchers analyse the data by implementing several steps such as: *First*, the researchers identify the linguistics form such by classifying the dialogues which one belongs to register word and phrase. *Second*, the researchers analyse the meaning of the register by identifying the context of the data situation based on Larson's theory (1989). *Third*, the researchers analyse the motives of the register based on Hockett's theory (1958). At last, the researchers provide conclusions and suggestions based on data analysis.

### Results and Discussions

After analysing all the data, the researchers divide two kinds of data: word and phrase. The data of word is classified based on the content and the formation of word. Based on the content of word, the data contains noun, verb, and adjective. Based on formation of word, the data contains compound and abbreviation. The data of phrase contains noun phrase and adjective phrase. The findings are based on linguistic form of register, the meaning of the social media register and the motive of register.

#### 1. Word

##### a) Noun

Data 1: angel

Cahyadi : "angle nya sangat mantap, tajam".

The register in the piece of the sentence above is "angel". It belongs to noun. The function is as a subject in the sentence. It has the contextual meaning for the point of the picture view. The speaker uses the word "angel" because the speaker cannot find the similar meaning of the word "angle" in Indonesian. So, the speaker uttered that word as a code mixing. This motive of using English based on theory of Hockett (1958) belongs to need filling motive.

Data 2: Wardrobe

Komara : "konsepnya mantap, model oke, Wardrobe juga oke. Mantap Pict nya".

The register in the piece of the sentence is "wardrobe". That word belongs to noun and subject of the sentence. The word "wardrobe" has the lexical meaning for cloths which people wear as a model of the picture. The speaker uses the word "wardrobe" to show her educational status whereas she aims to emulate the other ones who use this word. The word "wardrobe" can be said "kostum" in another utterance. So, based on theory of Hockett (1958) about filling motive in register, the speaker employs prestige filling motive.

Data 3: Exposure

Dhany : "komposisinya bagus dan exposure nya pas, tak terlalu lama dan tak terlalu cepat".

The register in the piece of sentence is "exposure". In a sentence it is function as noun, it can be subject or object. As we know subject or object must be noun. It has the contextual meaning for an intensity of time. The speaker uses the word "exposure" because the word "exposure" does not have similar meaning in Indonesian. So, based on theory of Hockett (1958) about motives in sociolinguistics, the utterance "exposure" belongs to need filling motive.

##### b) Adjective

Data 1 : Reflection

Amir : "oke replexnya".

The register in the piece of sentence above is "replex", its function is as an adjective. Adjective is a word to describe a noun. In the sentence above, the word "replex" describes a noun (reflection thing). The word "replex" is naturalization word from reflection. It has the lexical meaning for reflected image. The speaker uses the word "reflection" which is imported from English to Indonesian means "bayangan". The researcher employs the word

“reflection” to show his educational status. So, it belongs to prestige filling motive.

c) Verb

Data 1 : Splashing  
Adi : “keren banget splashingnya”.

The register in the piece of the sentence above is “splashing” whereas the function is as a verb. Verb is a word that shows what a person or thing does. In the sentence above, the word “splashing” has the contextual meaning for displaying water caused by photographer. The speaker uses the word “splashing” because the speaker cannot find the word “splashing” that has similar meaning in Indonesian so he employs need filling motive.

d) Compound

Data 1 : Close up  
Mulyatna : “close up nya tajam dan detailnya mantap om, keren nemen”.

The register in the sentence above is “close up”, it is considered as compound word. It combines from two lexical categories of word. They are adjective close and adverb up. It has the contextual meaning for a close shot. Because of the difficulty to look for the similar meaning of “close up” in Indonesian, so that the speaker employs need filling motive in saying this utterance.

e) Clipping

Data 1 : COMPO (composition)  
Komara : “Compo tone nya menarik, nice model”.

The register in the sentence above is “compo”, it is the short form of “composition” named clipping. Clipping is a process in which a word is formed by shortening the longer one. The word “compo” has the contextual meaning for integration of several elements in one frame of picture. The utterance “compo” used by the speaker aims to assist her in delivering

an understandable argument towards the interlocutor. Besides, this utterance cannot be found in the Indonesian language. In accordance with that, according to Hockett (1958) theory, the use of that utterance belongs to need filling motive.

f) Abbreviation

Data 1 : HI (human interest)  
Andry : “nice HI, mantap”

The register in the sentence above is “HI”, it is an abbreviation form of “human interest”. Abbreviation is the shortening form of the phrase by taking the first letter of first syllable. It has the contextual meaning for the use of an individual as a photograph model. Because of the difficulty of the similar meaning of HI in Indonesian, the speaker tends to employ this word in his utterance without changing it. This kind of motive in register is called need filling motive.

2. Phrase

a) Noun Phrase

Data 1 : Nice Freezing  
Ardi : “nice freeze, tajam”.

The register found in the sentence above is “nice freeze”, it is noun phrase because it has noun “freeze” as the head and the adjective “nice” as modifier. It has the contextual meaning for a stop time. This meaning represents a brief moment where the time is stopped for a while and the photographer takes a picture of the object. The speaker uses the word “nice freeze” because the speaker cannot find the similar meaning of the word “nice freeze” in Indonesian. In accordance with that, the theory of filling motives based on Hockett (1958) shows that the speaker employs need filling motive.

b) Verb Phrase

Data 1: Nice Shoot  
Arya : “kucingnya lucu, nice shoot banget”.

The register in the sentence above is “nice shoot”, it belongs to verb phrase because it has verb “shoot” as the head and the “nice” as modifier. It has the contextual meaning for how excellent the photographer’s work. The utterance “nice shoot” is not easy to be translated into Indonesian. Therefore, to construct a comprehensible meaning between the speaker and interlocutors, the speaker tends to employ the utterance “nice shoot”. There is no any other meaning in Indonesian which can represent this verb phrase. In a nutshell, based on the Hockett (1958) theory of filling motives, the speaker employs need filling motive at the moment.

**Discussions**

Based on the result of the present study above, the high frequency of linguistics form is noun. There are three kinds of noun that can be found in photographers’ conversation such as

wardrobe, angle, and exposure. Another word formation are adjective which is presented by reflection, verb such as splashing, and compound word like close-up. Next is clipping presented by compo. After that, the use of abbreviation such as human interest abbreviated (HI). Beside word formation, there are two kinds of phrases found in the photographers’ conversation involve noun phrase and verb phrase. In noun phrase, nize freezing is

found in this conversation. Meanwhile, nice shoot is chosen as the verb phrase of this conversation. There are many linguistics form found in the photographers’ conversation. That linguistics form represents many lexical terms particularly in the photography field. The variety of lexical terms uttered by the photographers emphasizes how excellent their content knowledge of the register found in their profession’s environment.

Next, some the lexical meaning and contextual meaning are found in the photographers’ conversation. The high frequency of meaning types is contextual meaning. The dominant use of contextual meaning uttered by the speakers represents how much they focus on their job. It means, the photographers should comprehend some lexical terms that are essential for their job. By using this contextual meaning, the photographers mostly can do the two-way communication with their partners easily because a comprehensible meaning in the communication can be achieved if both of the speakers and interlocutors can adjust the lexical terms based on the context of the situation. In a nutshell, the effective communication will achieved when both of them employed this contextual meaning effectively. The discussion of register used are described in the form of table as follows:

Table 1. The Register in Photographers’ conversation

No.	Register	Meaning	Types of meaning		Types of motive	
			Lexical	contextual	Need filling motive	Prestige filling motive
1	Angle	Point of picture view		✓	✓	
2	Wardrobe	Clothes that people wear as a model (customs)	✓			✓
3	Reflection	Reflected image	✓			✓
4	Exposure	Intensity of time		✓	✓	

5	Splashing	Displaying water caused by photographer		✓	✓	
6	Close-up	Close shoot		✓	✓	
7	Compo	Integration of several elements in one frame of picture		✓	✓	
8	HI	The use of an individual as a photograph model		✓	✓	
9	Nice freezing	A stop time		✓	✓	
10	Nice shoot	how excellent the photographer's work		✓	✓	
Σ			2	8	8	2
%			20%	80%	80%	20%

Based on the table above, the need filling motive and prestige filling motive are found in this conversation. The dominant motive is need filling motive whereas the speakers tend to employ the lexical terms based on their needs. Some particular lexical terms in photography field help the photographers in doing their jobs. They use them in order to create better communication, and more intension on their jobs. Otherwise, the photographers also employ prestige filling motive in their conversations such as utterance “wardrobe” and “reflection” in order to show their educational status. They emulate the speech pattern of others that mostly used in photography field. The use of need filling motive and prestige filling motive are essential in their communication. By recognizing the variety of motive found in the photographers' conversation above, we can assume that those photographers are competent in their works. They can adjust their content knowledge of lexical terms based on their needs and prestige.

The tendency of using contextual meaning can refer to need filling motive because the speaker employ this meaning in order to adjust the lexical terms based on

their needs amid the communication. Besides, this kind of meaning is used because of the lack of similar meaning in Indonesian language as well as the first language of the speakers. Meanwhile, the tendency of using lexical meaning can represent prestige filling motive. Here, the speakers tend to emulate the speech pattern of those who have same profession, same interest, or same topic of communication. In applying the prestige filling motive, the speakers not only develop their content knowledge of register in photography field but also improve their prestige in their environment because they have more potential of recognizing uncommon terms they used in their arguments. In a nutshell, the use of both need filling motive and prestige filling motive are essential to create an effective communication in supporting their profession.

### Conclusion

Based on the data analysis above, the researchers infer several conclusions involving: *First*, the variety use of linguistics form in the photographers' conversation shows how marvelous their content knowledge of the register found in their profession's environment. *Second*, the

use of meaning found in the photographers' conversation reveals how professional their performance because they can adjust their content knowledge of lexical terms based on their needs and prestige. By applying those meanings proportionally, an effective motives amid the communication can be generated as well as need filling motive and prestige filling motive employed by the speakers. Thus, an effective communication between speakers and interlocutors can be created. The present research is conducted purposefully to provide the other researchers a reference about register particularly in photography field. Besides, an educator can employ this research as an example in teaching register towards pupils and adjusting the material based on their needs. Because of the time limitation and subject of the research, the other researchers can conduct deeper research problems from this previous one.

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